TOLEDO

Illustrated by

John Albert Seaford

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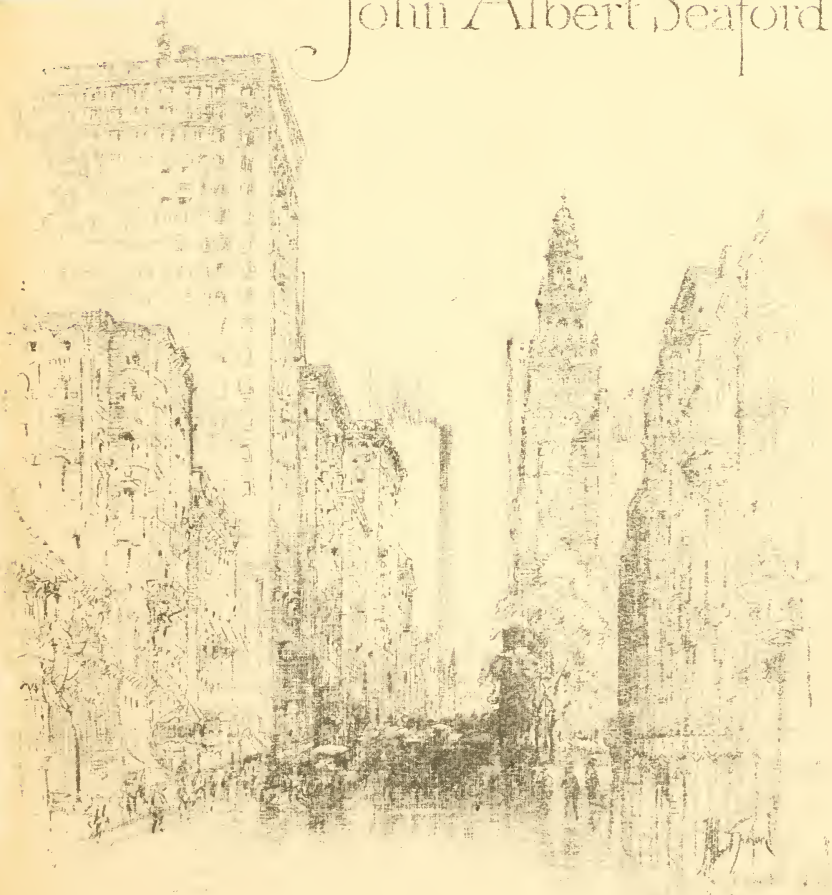

TOLEDO

AN AMERICAN CITY IN PORTRAITURE

PUBLISHED BY
THE TOLEDO COMMERCE CLUB

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JUN 18 1918

FOREWORD

EVERY modern city is seeking a definite means of expression. It seeks through its resources to make an attractive appeal. The dominant city is not one of unresponsive brick and stone, but one throbbing with red blood, imbued with desire, gifted with vision, and unlimited in energy and resources. A city that mirrors to the world a composite reflection of its people and its spirit, attracts all that makes for growth, happiness and abundance.

John Albert Seaford, an artist, has set forth his impressions of Toledo. The camera is able to record the cold and simple facts of architecture, but it requires genius to reproduce the pulsing life and the moving spirit of a community.

THE TOLEDO MUSEUM OF ART

THERE is no greater evidence of Toledo's well-developed appreciation of the finer and more beautiful things in life than its Museum of Art; built and maintained by public subscription through gifts ranging from a mite to thousands of dollars, it stands a monument to civic development in its broadest and highest sense, crystallizing Toledo's aspirations towards life's higher values.

The beauties of the building and grounds are but the appropriate settings for priceless gems of art, masterpieces of ancient and modern artists and sculptors.

In its galleries besides an almost priceless collection of glass and ceramics are famous masterpieces new and old.

Blakelock's "Moonlight," one of the great canvases of our time; Mosler's "DeProfundis"; Israel's portrait of himself, are the especial pride of our people. And as a crowning treasure, Van Dyke's "St. Martin Dividing His Mantle" —presented to the American people by M. Charles Leon Carden of Brussels in appreciation of the service rendered the people of Belgium during the great war by Honorable Brand Whitlock, Minister to Belgium—will have, by wish of the donor, a permanent place of honor on its walls.

This white marble temple; Ionic in architecture, Greek in its adherence to simple and unadorned beauty, is indeed the perfect home of one of America's notable art collections.

Riverside Park, Industries Across River.

PARKS AND PLAY GROUNDS

MODERN cities furnish a place to play and a place to work.

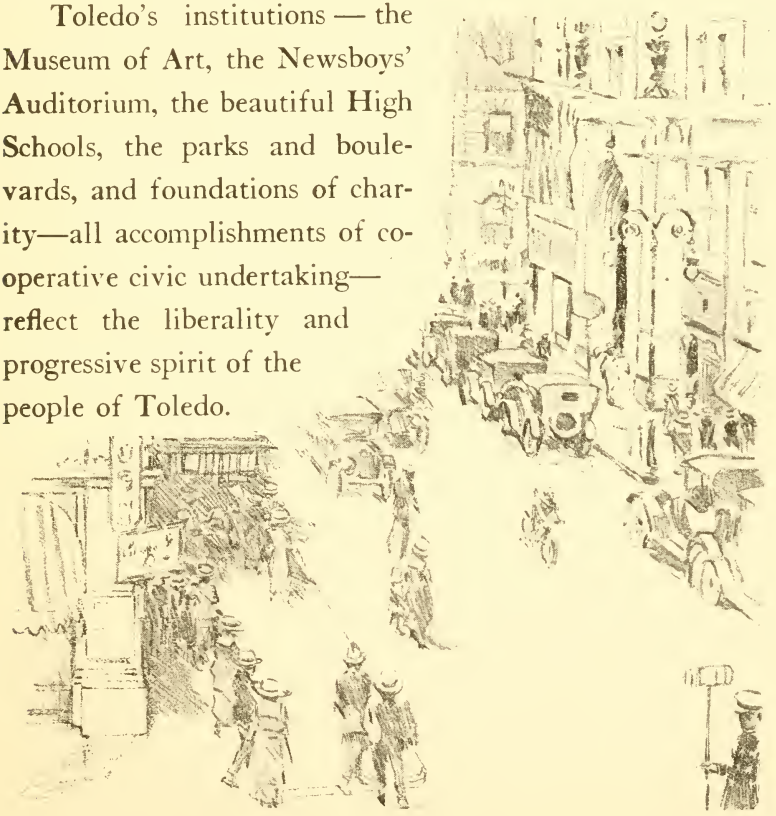
Toledo's parks, play grounds and breathing spaces make ample provision for health and recreation. A boulevard system, nearly completed, will make a circuit of the city without grade crossings, tying together eight parks and forty-four triangles, well distributed, comprising a total of 1,533.12 acres and including in their recreational facilities, splendid municipal golf courses, wading and swimming pools.

THE PEOPLE OF TOLEDO

TO know Toledo is to love Toledo. Its people possess a sense of fair dealing and democracy, are ready always to extend their hands in fellowship—greeting the newcomer with a smile of welcome—and are happy in the enjoyment of a prosperous and successful municipality.

Toledo is the home of warm hearted, imaginative, energetic and resourceful people, exemplifying the motto of the city, "I serve, I conquer."

Toledo's institutions — the Museum of Art, the Newsboys' Auditorium, the beautiful High Schools, the parks and boulevards, and foundations of charity—all accomplishments of co-operative civic undertaking—reflect the liberality and progressive spirit of the people of Toledo.



Jessup W. Scott High School.

SCHOOLS

TOLEDO'S cosmopolitan high schools are among the finest educational institutions in America; the Jessup W. Scott and the Morrison R. Waite are valued at $2,000,000. Academic, scientific, vocational and commercial courses are taught under the same roof. Scientific, mechanical and domestic training laboratories, shops and lecture rooms, together with theatres, gymnasia, swimming pools and recreation fields, not only serve the children of the city but minister to the cultural needs of the community.

In addition to its high schools, Toledo is fortunate in

Morrison R. Waite High School, Showing Athletic Bowl.

the possession of splendid public and parochial schools and other institutions of learning.

A FEW FACTS ABOUT TOLEDO SCHOOLS

TOLEDO has well equipped open air schools. Special protection is given children through intelligent medical inspection; free text books are supplied; thrift is a part of the educational system. Toledo pupils bank $30,000.00 a year. In 1916 the total enrollment was 39,963. Toledo spends $1,177,793.62 annually for educational purposes.

Part of Toledo's Municipal Market, Foreground Right; St. Patrick's Cathedral, Left.

TOLEDO CHURCHES AND INSTITUTIONS

TOLEDO churches and institutions have kept pace with its rapid growth. Its 139 churches represent all creeds and sects.

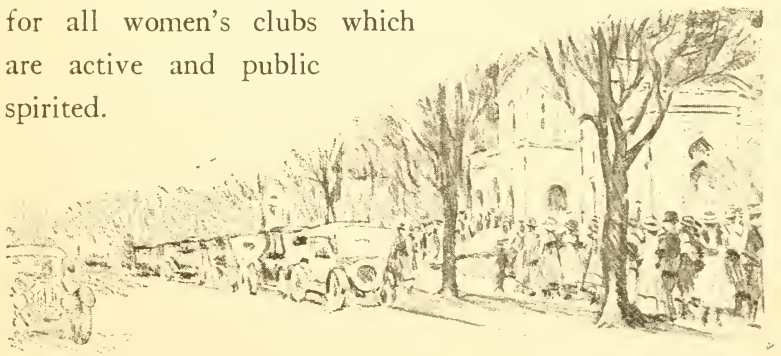
The buildings occupied by them add greatly to the beauty and dignity of the City.

The Y. M. C. A. and Y. W. C. A. are thriving, growing institutions, both having beautiful and completely equipped buildings.

Toledo's Public Library is advantageously located, and five Carnegie branches are being built in different sections of the City.

John E. Gunckel founded the first Newsboys' Association in 1892. Many successful business men have been included among its membership. One hundred thousand dollars was subscribed to build a home for these boys, which is the only Newsboys' Building in the world.

The Toledo Federation of Women's Clubs has a beautiful building used as headquarters for all women's clubs which are active and public spirited.



Lucas County Court House.

TOLEDO'S HOMES

NO lasting or continued civic development is possible without permanence—permanence founded on a contented, home-loving, home-owning population.

A large percentage of home owners in a City brings that greatly-to-be-desired civic asset—stability. Toledo owes its solid progress to its thrifty people, many of whom own their own homes. The residential districts are the pride of the City. Well paved streets, close cropped lawns, bordered by flowers and shrubbery, mark a well-developed pride in the home.

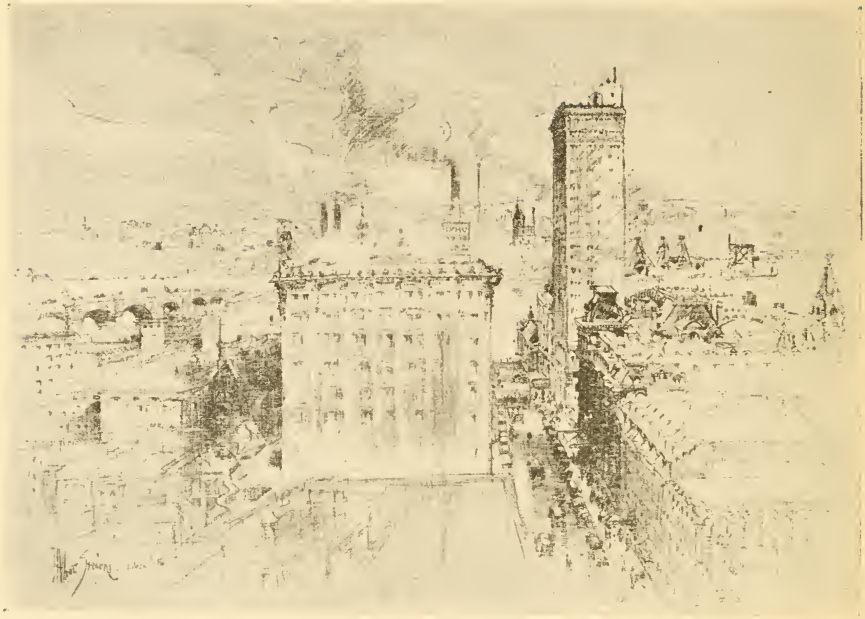
Toledo possesses a wealth in its hundred thousand for-

Postoffice, to Left, and Toledo Club, Right.

est trees which are thickly distributed over the entire City and with the first warm breath of spring, the City streets become arched across with living green. The houses are set well back from the streets, with plenty of space for light and air.

The fact that Toledo covers a much larger area (31.59 sq. miles) than most cities of its population proves that it is laid out on a generous plan.

Every encouragement is given to those who desire to own real estate. Home owners' clubs promote thrift and lead the way to independence. All allotments are both planned and municipally controlled. The Country Club and Ottawa Hills districts are particularly attractive in the beauty of their development.



Overlooking Madison Avenue in Business District.

FINANCIAL TOLEDO

TOLEDO has four National and fourteen State Banks with deposits of $82,632,336.63 and $7,047,279.37 surplus, also ten building and loan associations with deposits aggregating $8,800,546.74. Thrift has been encouraged by campaigns reaching the factories and the homes.

Toledo is a bond center of national repute. Its nine bond houses do a business of upwards of $85,000,000 annually and have branch offices in all of the larger cities.

MAIL DISTRIBUTING CENTER

A GREAT factor contributing to the success of any city is the mail service it may render. Especially good mail distribution is made possible by Toledo's ideal location. As many as 42,000,000 people may be reached on overnight mail delivery.

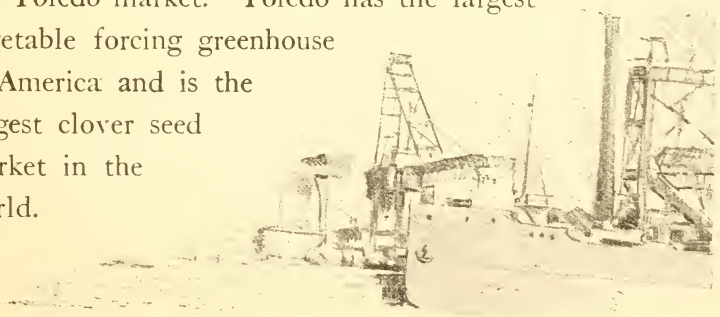
CLIMATE

BOTH winter and summer, the climate of Toledo is agreeably tempered by its proximity to Lake Erie. The river, bay and lake give opportunities for rowing, sailing, power boating and fishing in the summer, and skating, ice boating and other sports in the winter.

Cosy cottages, snugly set along the river and bay shore, easily accessible by three electric lines, make possible the enjoyment of all these forms of recreation.

AGRICULTURAL RESOURCES

TOLEDO is surrounded by intensively cultivated market gardens, supplying not only the city itself, but the more important cities in Ohio, Indiana and Michigan. Quotations on lettuce and cucumbers are determined by the Toledo market. Toledo has the largest vegetable forcing greenhouse in America and is the largest clover seed market in the world.



Scene Along Ore-Loading Docks.

TOLEDO FOR TRANSPORTATION

GREAT industrial development brings with it a demand for expeditious handling of materials, and manufacturers and distributors have seen the advantages of building in a city where adequate transportation facilities may be had.

Toledo is the third railroad center in America. It has the best natural harbor on the Great Lakes, 400 feet wide, 23 feet deep and 15 miles long.

Toledo is located in almost the exact industrial center of America, and fifty million people are within a night's

Where Rail and Water Meet.

ride of the city. Toledo is situated at a point where the great resources of the North, passing down the Soo and Detroit rivers, find a natural outlet in its shipping facilities.

In Toledo, iron and copper ores, wheat and timber from the North meet coal from the South.

Toledo is related to its rural community by ten interurban lines. It is the focal point of 1,156 miles of interurban trackage. Railroads have spent millions in developing terminals. A belt line, 32 miles long, connects all railroads and provides factories on any one with immediate service from all others.

Toledo is the most important shipping point of cargo coal on the Great Lakes.

Where Busy Factories, Rail and Water Mingle.

TOLEDO INDUSTRIES

TOLEDO made goods find their way to the ends of the earth. The prosperous condition and wonderful growth of Toledo enterprises bear witness to unexcelled industrial conditions in this growing City of the Lakes.

Toledo industries are diversified in character, employing skilled artisans, and not only attract a sufficient labor supply, but keep it uniform throughout the year. Toledo made products include everything from Sugar to Steamships. Toledo is the home of the famous Willys-Overland,

Toledo Factories Building, "Incubator of Infant Industry."

which has a mammoth Motor Car Plant occupying one hundred and three acres of floor space, employs eighteen thousand and has an annual output of two hundred thousand cars, making Toledo the second automobile center in America.

Allied with the automobile industry, Toledo is a large manufacturer of automobile accessories and parts.

The Toledo Factories Building, erected by public-spirited citizens, renders important service in the industrial upbuilding of the City. Relieving manufacturing enterprises of the need for capital investment, it furnishes every facility and advantage required for low cost production and is, in fact, an "Incubator of Infant Industries."

Business District and Cherry Street Bridge from East Toledo.

Indeed, to appreciate the industrial strength of the City, one needs but to be reminded of the following products which are manufactured in Toledo; Automobiles, Plate Glass, Cut Glass, Atomizers, Bottles, Bottle Machinery, Scales, Wagons, Wheelbarrows, Spark Plugs, Springs, Refined Oil, Sugar, Machine Tools, Elevators, Flour, Electrical Apparatus, Tinware, Women's Clothing, Children's Vehicles, Malleable Iron, which with Toledo built ships are important factors in the commerce of the world.

Cherry Street Bridge.

THE City of Toledo is built along both shores of the Maumee River. The traffic between these sections of the city is adequately cared for by many bridges, most prominent among which is the Cherry Street Bridge connecting the East and West parts of the City.

As you cross this great bridge, at the lift may be seen Toledo's splendid harbor. On the west bank, on either side, stretch the important docks and warehouses; on the east bank may be seen the large industries, the great blast furnaces, shipyards and the largest dry dock on fresh water.

Part of Waterfront, Cherry Street Bridge in Center Background.

CONVENTIONS AND TOURISTS

THERE is a warm welcome waiting in Toledo for the tourist. This City contains every essential to provide for the entertainment and to hold the attention of the sojourner.

Organizations select Toledo for conventions because of its accessibility from all points. Only one hundred miles from the center of population, close to the blue waters of Lake Erie, surrounded on all sides by interesting industries to explore, near to the lovely vistas of Maumee Valley and within easy reach of localities rich in historic lore, no city is better adapted to entertain conventions.

Electric lines will carry you quickly to Toledo Beach, famous for its safe, sandy shore, and to points of beauty and historic interest on River, Bay and Lake.

The beautiful Toledo Club, Country Clubs and Yacht Clubs provide excellent places to entertain. Boat trips may be taken to points on the Lakes.

Toledo's Terminal Auditorium has more floor space than Madison Square Garden. One-half of this huge building is arranged to seat 5,000 people.

The size and convenience of its auditorium and exhibit space have made Toledo the center for large expositions. One of these alone—the Farmers' Exposition—brings 150,000 people to Toledo each year.

Toledo stands with arms outstretched. Come, let us show you a city of hospitality and progress.

FACTS ABOUT TOLEDO

Settled in 1833.

Area 31.59 square miles.

Largest clover seed market.

Second automobile center.

Third transportation center.

Center of glass industry.

Third largest roaster of coffees.

Natural harbor—400 ft. wide, 23 ft. deep, 15 miles long.

Sixteen great railroad divisions operate 23 lines.

Ten Interurban lines.

Three steamship lines.

Excels all ports on Great Lakes in tonnage of cargo coal.

One hundred miles from center of population.

1532 acres of parks valued at two and one-half million dollars.

Fourth largest Zoo at Walbridge park.

Center of metal wheel industry.

Forty-two million people reached by mail overnight.

Three hundred and ninety-three trains and 572 interurbans arrive and depart every twenty-four hours.

The largest individual automobile factory in the world.

A point where coal and iron meet.

A sugar refining center.

422.32 miles of streets.

244.15 miles paved.

250 miles lighted by 3,160 arc lamps.

5.4 miles of white way.

900 electric signs, more than any city of its size.

Most modern power plant in the world, cost $8,000,000.

Finest Department Stores in the Middle West.

A boulevard system of 650 acres, connecting 8 parks and 44 triangles.

POPULATION

1840	1,222
1850	3,839
1860	13,768
1870	31,584
1880	50,137
1890	131,822
1910	168,497
*1916	210,000
*1917	225,000

*This figure estimated population within city limits.

POSTAL RECEIPTS

For fiscal year ending June 30th:

1908	$ 607,431.67
1909	651,117.47
1910	713,603.76
1911	757,602.35
1912	793,861.15
1913	870,435.05
1914	954,789.28
1915	980,137.89
1916	1,102,771.28
1917	1,189,126.94

BANK CLEARINGS

1907	$217,000,755.91
1908	186,169,933.96
1909	208,494.948.94
1910	227,316,807.51
1911	239,180,836.84
1912	250,594,130.47
1913	279,469,643.79
1914	304,459,769.31
1915	331,579,324.91
1916	473,781,075.28

BUILDING PERMITS

Year	No. of Permits	Valuation
1904	1091	$1,830,574
1905	1271	3,707,653
1906	1297	4,644,670
1907	1189	3,401,240
1908	1065	2,092,873
1909	1318	3,044,205
1910	1679	4,024,128
1911	1797	3,746,201
1912	2043	5,371,601
1913	2395	5,863,101
1914	2758	6,090,182
1915	2837	7,694,309
1916	4428	9,747,454
First Six Months in 1917.		
1917	1970	5,011,713

FLOUR PRODUCTION OF TOLEDO MILLS

(In Barrels.)

1906	1,237,000
1907	1,242,700
1908	1,097,700
1909	1,068,000
1910	1,057,240
1911	1,352,700
1912	1,368,200
1913	1,312,700
1914	1,491,500
1915	1,428,750
1916	1,548,100

TOLEDO GRAIN RECEIPTS

Year	Wheat Bushels	Corn Bushels	Oats Bushels	Rye Bushels	Barley Bushels	Clover Seed Bushels	Total Grain Bushels
1906	4,411,250	6,826,200	8,405,450	191,640	7,600	126,657.5	19,968,797.5
1907	4,889,500	7,438,400	5,049,400	132,700	5,000	90,905.0	17,605,905.0
1908	4,457,200	5,429,200	3,767,500	266,500	1,000	248,105.0	14,169,505.0
1909	4,364,000	3,709,600	3,289,300	181,700	10,100	237,770.0	11,792,470.0
1910	4,515,300	4,459,750	3,978,600	122,650	------	198,195.0	13,274,495.0
1911	6,602,000	4,939,300	3,551,000	17,000	------	119,057.5	15,228,357.5
1912	5,683,000	4,145,300	4,721,000	126,500	3,000	133,140.0	14,811,940.0
1913	5,587,000	4,448,400	4,604,400	83,000	11,000	135,947.5	14,869,747.5
1914	6,857,000	4,310,200	3,585,600	104,200	40,000	193,307.5	15,090,307.5
1915	9,551,000	4,132,600	6,341,700	118,000	141,700	135,987.5	20,420,987.5
1916	6,592,700	3,961,600	4,358,800	135,100	19,000	183,747.5	15,250,947.5

TOLEDO GRAIN SHIPMENTS

Year	Wheat Bushels	Corn Bushels	Oats Bushels	Rye Bushels	Barley Bushels	Clover Seed Bushels	Total Grain Bushels
1906	1,374,782	5,025,050	7,547,530	234,225	1,760	232,015.0	14,415,362.0
1907	3,602,100	5,568,300	3,960,800	140,969	7,700	96,820.0	13,376,689.0
1908	2,534,400	3,578,900	3,048,500	147,400	1,000	181,037.5	9,491,237.5
1909	1,337,200	1,832,100	2,897,750	193,800	2,500	201,980.0	6,465,330.0
1910	1,343,350	2,229,300	3,463,850	127,400	------	188,007.5	7,351,907.5
1911	3,437,200	2,898,000	3,383,700	13,000	------	174,412.5	9,906,312.5
1912	2,668,100	2,098,700	3,902,700	115,900	1,000	119,912.5	8,906,312.5
1913	2,815,000	2,010,200	3,471,800	50,900	------	169,755.0	8,517,655.0
1914	4,240,800	2,317,200	2,469,100	115,800	------	188,857.5	9,331,757.5
1915	6,462,800	2,165,700	5,621,500	129,400	138,000	177,825.0	14,695,225.0
1916	3,212,300	1,613,300	2,969,900	87,610	------	151,462.5	8,034,572.5

COMPARATIVE TABLES OF VALUATION, TAX LEVY, BONDED DEBT, AND SINKING FUND

Years	Tax Levy in Mills	Valuation	General Bonds Outstanding	Less Sinking Fund Holdings	Net General Bonded Debt	Total Revenues	Population	Total Revenue per Inhabitant
1907	32.0	$77,318,280	$7,292,113	$1,272,844	$6,019,269	$2,474,184.96	160,021	$15.46
1908	32.6	78,984,280	7,319,367	1,457,094	5,862,273	2,574,887.53	162,848	15.81
1909	32.8	79,514,200	7,539,269	1,523,421	6,915,846	2,608,065.76	167,174	15.60
1910	33.8	80,551,930	8,162,467	1,703,430	6,459,037	2,722,655.23	168,497	16.16
1911	33.8	83,002,390	8,687,045	1,988,009	6,699,036	2,805,480.78	169,559	16.55
1912	14.0	217,387,010	9,088,744	1,975,571	7,113,173	3,043,418.14	179,056	16.99
1913	14.0	223,939,440	9,672,244	2,108,590	7,563,654	3,135,152.16	189,077	16.58
1914	14.4	234,095,360	10,186,577	2,251,325	7,935,252	3,370,973.18	197,496	17.07
1915	14.2	249,785,310	9,713,577	1,781,825	7,931,752	3,546,951.40	203,121	17.46
1916	15.2	268,710,280	11,035,577	1,956,011	9,079,566	4,084,396.26	215,672	18.94
1917	15.8	289,456,450	11,649,298	2,607,869	9,041,429	4,573,411.89	228,628	20.00
1918	15.4							

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